

MARKETING PROFILE STORE

ABSTRACT

A method and a system for providing content on a computer having a memory, a display having at least a viewable position and networking capabilities for communicating with other computers in a networked system is provided. A storepath establishes the relationship amongst related stores having various marketing assets. Each marketing asset has its display attributes as defined by a global marketing campaign. When viewing a store profile, marketing assets are displayed in the viewable position on the display in accordance with those attributes.

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